

Outlook for '64 Bright—Babson

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51st Year — No. 1



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FIRE RAZES CARSON MARKET

A Penny for your Thoughts

Even though Christmas has come and gone, children have a way of wanting things the year 'round so the Pennies photographer asked five Torrance youngsters, "If you could have anything you wanted, what would it be, and why?"

Cheryl Hays, 2299 Evalyn Ave.:

"I would like to have some paints and colors. I like to draw — mostly landscapes and people. Some day I want to go to school and become an artist, so I want some paints to draw and paint with now."

Karen Haws, 2299 Evalyn Ave.:

"I would like to have some animals. I like dogs and horses very much. I don't have any pets now but I think I would like to have a farm where there are lots of animals, especially horses."

Johnnie Kittle, 15 W. 216th St.:

"I want a bicycle. A sting ray with long seat, butterfly handlebars and everything. I have always wanted a bicycle. I would ride it to school and use it to go places to do things for my grandmother."

Paul Welch, 2405 W. 182nd St.:

"I want a great big dog. I think I would like to have a collie dog. I've had dogs, but we gave them to friends, and I don't have one now. I would take good care of it and see that it had plenty to eat."

Camille Brandensen, 4916 Vanderhill Road:

"I want a little poodle dog. I would take real good care of it and make sure it was loved. I would like a little black poodle dog. I'd call her Susie. I have never had a dog before, but I always wanted a poodle dog."

One Forecast: Johnson Will Get New Term

World-renowned economist and analyst Roger W. Babson says in his annual forecast for the new year published on Page 4 of the HERALD today that 1964 should be a good year for most Americans. On the big question for 1964 — the Presidential election — Mr. Babson casts his lot on the election of Lyndon B. Johnson.

City Okays New Garden Apartments

Thrifty Building Service got the green light Tuesday evening to proceed with a \$1.5 million apartment project in the block bounded by Eldorado, Hickory, Sonoma, and Greenwood Streets in central Torrance.

City councilmen approved the required change of zone and precise plans for the 96-unit garden apartment project, and then gave the builders the blessings of the city.

Apartments currently on the property will be razed in preparation for the new project. In addition to the 96-unit structures, 136 underground garages and landscaping are included in the project.

Trash Crews Late

Trash pickups in the city will be one day late for the remainder of the week because of the New Year's Day holiday. Pickups will return to normal on Monday.

American business has no more inspiring personality than Mr. Babson, internationally known business commentator and investment advisor.

AN OUTSTANDING feature of the Babson philosophy has been his life-long insistence on the importance of both religion and advertising in business.

Born and reared in an old-fashioned atmosphere of hard work and hustle on a farm, he went to Massachusetts Institute of Technology and then turned to financial and business activities in which his father was engaged.

While convalescing from tuberculosis after being sent West "as good as dead," he worked out some of the possibilities and problems of forecasting trends in business.

MORE THAN 20,000 corporations and estates now use his financial reports, and a large staff of experts carries on the research required for his forecasts.

Babson founded Babson Institute for Men; and in cooperation with the late Mrs. Babson, developed Webber College for Women — both nationally (Continued on Page 3)



RUSHING THE DEADLINE . . . Sherrie Muzik (left) and June Newhouse put flowers on Torrance's "Freedom From Want" float hours before it was wheeled into line for the 75th annual Tournament of Roses spectacular in Pasadena yesterday. The float, one of the most ambitious in the city's history, was sponsored by the city, the Chamber of Commerce, and the Junior Chamber of Commerce and was constructed and decorated under the direction of Bob Vroman, chairman, and Margaret Clark, decorations chairman. (Herald Photo)

In Victor Tract

Building Moratorium Dies; Study Goes On

Attempts to declare a moratorium on construction in part of the Victor Precinct pending a zoning study by the Planning

Commission failed Tuesday evening when City Councilmen defeated the ordinance declaring the moratorium on its second reading.

The council split 4-3 on the ordinance, then split again on a motion to end all debate on the subject. The motion to end debate came after B. J. O'Brien, spokesman for families in the area, engaged in an exchange with the council over the purpose of the zoning study.

O'Brien argued the study would serve no useful purpose if building in the area is permitted to continue. Ken Miller agreed with O'Brien, and even suggested at one point that the study be dropped.

J. A. BEASLEY and Nicholas Drale, who have opposed the moratorium under any conditions, engaged in a sharp exchange with O'Brien and Miller before Beasley moved for the next order of business.

Drale, who charged two weeks ago the moratorium was "illegal and un-American," repeated his charge. Following the vote on Beasley's motion, Miller was heard to utter, "and

this (the moratorium) is un-American."

The controversy arose a month ago when J. E. Webb appeared before the council to obtain a change of zone to permit him to develop a large parcel of R-3 property. The property is landlocked because of the current zoning, leaving Webb with a split zone on about 300 feet of property fronting on Victor Street.

RESIDENTS in the area sue. (Continued on Page 3)

Seven Fire Units Fight Fiery Mart

Flames which were visible for several miles all but leveled the Farmer Boy's Market at Figueroa and Carson streets late Monday. Seven Los Angeles County fire units under the command of Battalion Chief Paul Schneider responded to the blaze just before 9:30 p.m. Monday and brought the blaze under control a short time later, but not before much of the market was destroyed.

Flames were first spotted by Jim Alcock, service station operator across the street from the ranch-style market. He sounded the alarm bringing Chief Schneider's units to the scene.

THE FLAMES attracted sightseers from miles around, causing officers to block off Carson Street and Figueroa Street near the fire.

Although sparks were carried away from the burning market, no other buildings caught fire and no one was hurt.

Damage to the market owned by Frank DeSaro was estimated more than \$100,000. Most of the merchandise was destroyed, and all but the walls and part of the roof were destroyed by the raging flames.

Stop Signs Okayed Here

Recommendations of the Torrance Traffic Commission that stop signs be installed on Wood Avenue at Garnet Street on Falda Avenue at 185th Street were approved by the City Council Tuesday.

The council also approved the commission's recommendation for a one-hour parking zone on Hawthorne Avenue from 242nd to Newton Streets, and for no parking zones on the east side of Hawthorne Avenue from Redondo Beach Boulevard to 177th Street.

We're 50 Years Old This Week

With the publication of today's editions of the HERALD, this newspaper celebrates its 50th anniversary.

Started Jan. 1, 1914 to answer the need of the residents of this recently founded city, the HERALD has maintained through its 50-year history a desire to contribute to the development of Torrance as one of California's leading cities.

From 1922 until his death in 1953, Grover C. Whyte was publisher of the HERALD, and since June 1954 it has been published by King Williams and Glenn W. Pfeil.

DURING THE past decade which has seen the city grow from a sleepy industrial town to a metropolis, this newspaper has grown to keep pace with the increasing demands of the city's growing population for news of their city.

New equipment has been installed in the Herald Building at 1619 Gramercy Ave. in recent years to handle the increased publication demands of the newspaper.

There's a lot of difference between that first 8-page issue of the HERALD back in 1914 and today's newspaper just as there is a lot of difference in the city that it has served as a leader in the many campaigns which have enabled the city to achieve metropolitan stature.



DISPLAY MOSAIC . . . Showing off their reproduction of a Byzantine mosaic that stands above the 13th century church of Saint Apollinare in Classe, Ravenna, Italy, are North High art instructor Gary Parton and students (L. to R.) Ann Taylor, Larry Kappen, and George Cor. The first annual Christmas art project represents 200 man hours and over 12,000 separate pieces of tile. The mosaic is currently on display in the Terrace Room of Del Amo Broadway. (Herald Photo)



BUSINESSMAN HONORED . . . Sam Levy (center) was honored with a plaque Saturday night as a founder of the Torrance chapter of the City of Hope. Here Bert M. Lynn, chairman of the chapter's board, and Mrs. Lynn, president of the chapter, congratulate Levy following the Founders Dinner marking the 50th anniversary of the National City of Hope Foundation, and the fifth anniversary of the Torrance group. (Herald Photo)

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